



GANPAT UNIVERSITY
V. M. Patel College of Management Studies
Ganpat Vidhyanagar 382712
Dist: Mehsana, Gujarat, India.
Phone: + 91-2762-289094, www.vmpcms.ac.in

Date: 20th February, 2024

Report on Workshop on Advanced Digital Marketing

Ganpat University V M Patel College of Management Studies students opt for Advanced Digital Marketing as their career objective. Students need guidance about Digital Marketing. Ganpat University - V M Patel College of Management Studies arranged an expert workshop to provide career guidance about Digital Marketing to final year BBA and B.Com. students on Tuesday, February 20, 2024, at 09:30 am – 03:30 pm in class no: 107 at New MBA Building by Mr. Love Tyagi Founder of Ahmedabad School of Digital Marketing, Ahmedabad and Mr. Ankit Rajput, Social Media Expert at Ahmedabad School of Digital Marketing, Ahmedabad. addressed the expert session. He talked about the following topics.

1. Fundamentals of Social Media.
2. Creating a Business Presence on Facebook and Instagram.
3. Creating a Business Presence on LinkedIn.
4. Growing your Business Through Social Media Optimization.
5. Leveraging Personal Branding on Social Media.
6. Understanding the Meta Algorithm.
7. Posting Strategies on Facebook and Instagram.
8. Creating Viral Reels on Facebook and Instagram.
9. Running Ads on Social Media
10. Generating Quality Leads on Facebook, Instagram and LinkedIn.
11. Analyzing Brand Results on Facebook, Instagram and LinkedIn.

Students asked specific questions regarding career growth in Digital Marketing and got clarity about their confusion. Session remained fruitful for students. A total of 72 students participated in the expert talk. The expert session was coordinated by Dr. Vipul Patel, Coordinator & Ms. Heer Mehta, GUNI VMPCMS.



Heer Mehta <hmm01@ganpatuniversity.ac.in>

Registration for the Digital Marketing Workshop

1 message

Vipul Patel <vp01@ganpatuniversity.ac.in>
To: Heer Mehta <hmm01@ganpatuniversity.ac.in>
Cc: Principal VMPCMS <principal.vmpcms@ganpatuniversity.ac.in>

Fri, Feb 16, 2024 at 5:05 PM

Dear Students,

We hope this email finds you well. We are writing to extend an invitation for a Digital Marketing Workshop that Ganpat University V M Patel College of Management Studies is organizing on **February 20, 2024, Friday from 9:30 am to 3:30 pm** at Conference Hall, New MBA Building, Ganpat Vidyanagar, Kherva.

In today's digital age, having a strong understanding of digital marketing strategies and techniques is essential for success in various industries. The workshop aims to provide students with valuable insights and practical knowledge in digital marketing. During the workshop, participants will have the opportunity to learn about the fundamentals of digital marketing, social media marketing, and content marketing. They will also gain insights into the latest trends and best practices in the industry.

Topics to be covered in the Workshop:

1. Fundamentals of Social Media.
2. Creation of Business Presence on Facebook and Instagram.
3. Creation of Business Presence on LinkedIn.
4. Learn how to grow your business through social media.
5. Learn how to do Personal Marketing.
6. Understand the Meta Algorithm.
7. Posting Strategies on Facebook and Instagram.
8. Creating Viral Reels on Facebook and Instagram.
9. Running Ads on Social Media.
10. Generating Quality Leads on Facebook, Instagram and LinkedIn.
11. Analysing Brand Results on Facebook, Instagram and LinkedIn.

We have invited Mr. Love Tyagi (Founder of Ahmedabad School of Digital Marketing), an experienced digital marketing professional who will be conducting the workshop. He is passionate about sharing their knowledge and has a proven track record in the industry.

All the VMPCMS students are informed to register for the workshop without fail.

Following is a link for Registration for the workshop:

https://docs.google.com/forms/d/e/1FAIpQLSd-Un6WVdLoXp2DFUMorheHpbuhRXipknfW8Pcdn4EudDmLHw/viewform?usp=sf_link

Participants may contact Dr. Vipul Patel (9898363549) and Ms. Heer Mehta (8320486462) for any assistance.

Warm regards,

2/28/24, 2:46 PM

Ganpat University Mail - Registration for the Digital Marketing Workshop

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Dr. Vipul Patel
Associate Professor,
Ganpat University - V. M. Patel College of Management Studies,
Kharva,
(M) 0 9898 36 35 40.

Ganpat University
Ganpat Vidyanagar, Mehसा-Bozoara Highway,
PO - 384012, North Gujarat, INDIA

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Ganpat University - V M Patel College of Management Studies

A One-Day Workshop on "Advanced Digital Marketing"

Tuesday, February 20, 2024

Attendance Sheet

Sr. No.	Name of Studnets	Class	Enrollment Number	Contact No.
67	Udhuvi Mat m.	BBA MM Sem-6	21052341008	7046867238
68	Sharma Akush	MM-6	21052341025	7862894787
69	Shan Anji	FS-6	21052321026	8401461924
70	PratyaPati dewarsh	MM-6	21052341022	9054180277
71	Patel Kevay	MM-6	21052341021	9925018673
72	vaghela MurRusinh	FS-6	21052321031	9173176621
73	Kodhani Jay	MM-6	21052341009	9909119320
74	Bhalodiya Abhi	MM-6	21052341001	9773259328
75	Harsh Patel	MM-6	21052341019	9166818077
76	Jaisani Vasey	B.L.S sem 6	21052381012	9510114300
77	PratyaPati Harsh	FS-6	21052321018	7383855523
78	Aman Khatri	MM-4	22052341014	6355101370
79	Kesum N. Patel	MM-4	22052341026	9023466618
80	Jignesh Kote	MM-4	22052341001	9316218942
81	Lokendra Singh	MM-4	22052341019	9351626189
82	Kanhaiya Sindal	BBA-Logistics Sem-4	22052371003	7339731309
83	Hemant Parmar	BBA-Logistics Sem-4	22052371002	6378904787
84	Kunal Raj	Logistics-4	22052371004	9973600409
85	AnkitVingham	Logistics-4	22052371011	8177046137
86	Jigar	B.L.S sem 6	21052381013	6375740740
87	Barot Harsh	B.L.S sem 6	21052381003	8733997837
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A One-Day Workshop on "Advanced Digital Marketing"
Tuesday, February 20, 2024

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Sr. No.	Name of Studnets	Class	Enrollment Number	Contact No.
1	Honey Thakkar	BLS-6	21052381031	9824119211
2	Nemshi Patel	BLS-6	21052381020	9426672757
3	Muskan Praeween	BBA Logistics	22052371007	6200601019
4	Jyotsnee Sankar	BBA Logistics	22052371014	7029158194
5	Dixit Soni	BBA Logistics	22052371013	8905294457
6	Abhishek Yadav	BBA Logistics	22052371001	8209437897
7	Patel Vishv K.	BLS-6	21052381026	9662552246
8	Abhinav Massey	BBA Logistics	22052371006	7698079576
9	UTSAV PATEL	BLS-6	21052381023	9265084984
10	Gaurav G. Naik	BLS-6	21052381011	9173167111
11	SUJAL P. RAMNANI	BLS-6	21052381027	8401824223
12	YOGESH CHAUDHARY	BLS-6	21052381008	8140193752
13	Ravi Akshay	BLS-6	21052381028	9426016335
14	Manish Singh	BLS-6	21052381016	9875707823
15	Hemsi G. Patel	BBA-MM	22052341005	9104141002
16	Anshika V. Yadav	BBA-MM	22052341023	7435010925
17	Acharya Disha	BBA-Gen-6	21052311001	8511648233
18	Juankodiya Jintu	BBA-FS-6	21052321029	7990699235
19	Vagadiya Nidisha	BBA-Gen-6	21052311076	8799220959
20	Patel Shree	BBA-Gen-6	21052311051	9510409763
21	Agrawal Siddhi	BBA-Gen-6	21052311003	6355460350
22	Waghmare Alimta	BBA-Gen-6	21052311004	8140047181
23	LATASHA AGARWAL	BBA-Gen-6	21052311022	9079628546
24	Patel Chreena	BBA-Gen-6	21052311035	9879002623
25	Arpama Kuchwaha	BLS-6	21052381015	6354812038
26	Patel Khushi K.	BBA-FS-6	21052321015	7623070880
27	Jyotsna Limbachya	BBA-MM-6	22052341021	7043672600
28	Zeena Khalun	BBA-FS-6	21052321032	8320347416
29	Thaker Karan	BBA-FS-6	21052321005	9328664719
30	Nandiniya Ritishu	BBA-FS-6	21052321007	9638849055
31	Patel Diya	BBA-FS-6	21052321013	9512784859
32	Acharya Meshru	BBA-Hons	21052381001	9313102504
33	Chaudhary Niki	BLS-6	21052381006	9106673358

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Sr. No.	Name of Studnets	Class	Enrollment Number	Contact No.
34	Dipen Bera	BBA GEN	21052311006	9924965046
35	Sumit Solanki	BBA GEN	21052311070	8799022593
36	VIRENDRA RATHORE	BBA GEN	21052311061	7203854995
37	Anirudh Singh	BBA GEN	21052311005	8306623014
38	DEV SADAIYA	BBA FS	21052321025	7013458301
39	DHRUVAN PANDYA	BBA FS	21052321011	6354978652
X 40	Jaswantsingh Deora	BBA MM	22052341002	7984338690
X 41	Mann Patel	BBA MM	22052341008	9664707147
X 42	Dev Chanchlani	BBA (MM)	22052341013	9509926100
X 43	Patel Shyam	BBA (MM)	22052341009	9737115114
X 44	Patel Manan	BBA (MM)	22052341007	8238581000
45	Dev. Malwani	BBA (FS) sem-6	21052321004	9461571343
46	Sanvash Patel	BBA (FS) sem-6	21052321033	9510522060
47	Jadeja Harshjeetsinh	BBA (MM) sem-6	21052341012	9479222604
48	Patel Het	BBA (MM) sem-6	21052341020	7861092708
49	Bhupati Suchiv.K.	BBA-MM-06	21052341023	6356908510
50	Pandey Ayush R.	BBA-FS-06	21052321010	8866128183
X 51	Marvin Desvadiya B.	BBA-MM-06	21052341006	9574461006
X 52	Chandigar Vansh R.	BBA-MM-06	21052341011	7778878731
X 53	Jatin-Agarwal	BBA-MM-06	21052341014	9119173754
X 54	Vaibhav Surya	BLS-SEM4	22052381026	7670938200
X 55	Bhavya Khanpara	BBA-MM-04	22052341016	9106135976
X 56	Utsav Luthiya	BBA-MM-04	22052341003	9662114130
57	Dhruv Joshi	BBA (Gen)-06	21052311017	9875244135
X 58	Rethod Om	BBA MM 04	22052341010	9427527552
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